July 2, 2018

Dear Applicant

The Los Angeles Department of Water and Power (LADWP), the Department of Public Works (DPW) of the City of Los Angeles, the Port of Los Angeles (POLA), the Los Angeles World Airports (LAWA) and the Minority Business Development Agency (MBDA) Business Center at the University of Southern California (USC) are inviting interested entrepreneurs and small business owners in the professional/personal services sector to apply to the **LA Small Business Academy**. The Academy's goal is to provide opportunities to grow a sustainable business which can participate in contracting opportunities in the greater Los Angeles area. The coursework includes information and insight about doing business with the City, professional services procurement projects and business essentials, contract compliance, and major initiatives under the auspices of LADWP, DPW, POLA, LAWA, and USC.

This year's Academy will include a focus on strategies to specifically address the challenges that professional/personal services small business firms face in the marketplace. Interested small businesses in the professional/personal services sector such financial services, audit services, IT services, staff development and training, and environmental services are encouraged to apply and participate.

A series of nine classes will begin on September 13, 2018 and will be held on the campus of the University of Southern California. Classes will take place every Thursday from 5:00 – 7:30 pm through November 15, 2018, with a commencement event scheduled for Friday, December 7, 2018. During the 9 sessions, participants will learn about requirements for projects contemplated by the City of Los Angeles and gain insight into industry practices directly from contractors, senior-level staff members, and their business advocates from the greater Los Angeles Area. Participants will also have the opportunity to discuss current issues and areas of concern through stimulating discussion in a classroom setting.

Accepted applicants must make a commitment to attend and complete **ALL** classes. There is no cost for the course, only $12 per day USC parking fees. The classroom location will be provided to accepted applicants. Further logistical details will be provided at the orientation session on September 13, 2018.

Applications will only be accepted ONLINE at **https://goo.gl/forms/78vT4IcOPiepkJj92**. Attached is a copy of the Academy's schedule. The application deadline is on **Friday, August 3, 2018 at 5:00 pm.** Class size is limited to approximately 38 participants. Due to the large number of qualified applicants, interviews may be conducted as part of the selection process.

Knowledge can mean the difference between failure and success in a small business--especially a new one. The Academy team believes that small business leaders can always learn something new that will benefit their organization. The Academy will provide entrepreneurs and small business owners with key insights, skills, and resources required to launch, manage, and expand their future contracting opportunities. The world is constantly changing, so if a business expects to adapt successfully to such changes, then training is essential. In light of that, the Academy curriculum is designed to engender growth, sustainability and success.

Thank you in advance for your interest!

THE LA SMALL BUSINESS ACADEMY TRAINING TEAM

SCHEDULE OF CLASSES

1	9/13/2018	ACADEMY ORIENTATION
2	9/20/2018	Doing Business with the City: An Overview
	9/27/2018	NO CLASS
3	10/4/2018	Types of Procurement+ Projects/What You Should Know PART I
4	10/11/2018	Types of Procurement+ Projects/What You Should Know PART II
5	10/18/2018	Types of Procurement + Projects/What You Should Know PART III Business Essentials PART I
6	10/25/2018	Business Essentials PART II
7	11/1/2018	Contract Compliance
8	11/8/2018	What's Next After Contract Award
9	11/15/2018	Major Initiatives
	12/7/2018	Commencement Ceremony (Friday morning)

Classroom facilities courtesy of:

USC University of Southern California

Academy sponsored by:

LA DWP · Los Angeles World Airports · THE PORT OF LOS ANGELES · Los Angeles Public Works · Minority Business Development Agency BUSINESS CENTER U.S. Department of Commerce